

Press release

Embargoed: Not for use or publication before 21.30 on Wednesday 10 October 2007.

Please note: Winners will not be notified before this time; journalists are asked not to approach winners. To discuss interviews and comments, please contact Mental Health Media.

Trisha Goddard calls for 'real stories' when it comes to mental health

Chat show supremo Trisha Goddard has called on media organizations to do more to ensure that the 'real story' of mental distress gets told in newspapers, on television and on the radio. Speaking at the 2007 Mental Health Media Awards, she said:

"Mental ill health touches the lives of millions of people in the UK. People with mental distress and their families experience joy, sadness, fury, frustration, stigma, desperation and hope – all of the ingredients for challenging, dynamic and thought provoking dramas, documentaries and news and current affairs programmes."

Goddard, who has personal experience of mental distress and has spent time as an in-patient in a psychiatric hospital, added:

"Our job is to help people tell their stories – these awards give us a standard we should all aspire to."

Today's Awards saw the BBC come away with a clutch of top prizes for a range of programmes including household names such as the Archers for its storyline on dementia and Newsround for its story on the impact of poverty on young people with mental health conditions. BBC Learning won the 'Making a Difference' award for consistently highlighting mental health issues across different BBC platforms.

Maggie Gibbons, chief executive of Mental Health Media which organizes the Awards, said:

"2007 saw more entries than ever before – a testimony to producers and journalists who see the potential of mental health issues to put together interesting and challenging articles and programmes. We look to them to build on this work in the future, challenging the stereotypes which can have a huge impact on the way mental distress is perceived."

Awards were given across 11 categories. The winners were:

Print

Madness (South London Press)

Single TV Drama & Serial TV Drama

Mysterious Creatures (Leopardrama for ITV 1)

Factual Radio

Desert Island Discs with Paul Abbott (BBC Radio 4)

Young People's Media

Newsround Extra: The Wrong Trainers (BBC One)

Radio Drama

Sunbathing in the Rain (BBC Radio 4, BBC Wales)

Soaps & Continual Drama

The Archers (BBC Radio Drama, BBC Radio 4)

TV Documentary

Rain In My Heart (BBC Two)

Raising Public Awareness

Feed Your Head (BBC Radio 1, 1 Xtra, bbc.co.uk/radio)

TV & Radio News

BBC Six O'Clock News: Children and mental health (BBC One)

Making a Difference

BBC Learning

Speaking Out

Chris Duggan, Falklands veteran

Ends

For further information, please contact Ben Furner at Mental Health Media on 01273 463461, 07946 355795 or ben@bf-pr.co.uk.

Notes for Editors

1. The Mental Health Media Awards will be presented at 6.30pm on Wednesday 10th October 2007 at BAFTA, 195 Piccadilly, London, W1V 0LN.
2. Photography from the awards ceremony will be available by 11pm on Tuesday 10 October. From Wednesday 11 October, 300 dpi pictures

can be downloaded from the Awards website - www.mhmawards.net.

3. The 2007 judges are:

Paul Abbott, **Screenwriter**

Patrick Butler, **Editor Society Guardian**

Sian Davies, **Disability Equality Organiser at UCU/UNISON**

Donna Franceschild, **BAFTA winning writer**

Professor Roger Graef, **Films of Record**

Catherine Jackson, **Editor Mental Health Today**

Antonia Jolly, **Campaigns Producer**

Alkarim Jivani, **Author and Journalist**

Tim Lott, **Journalist and Writer**

David Lloyd, **Professor TV Journalism**

Shelley Jofre, **BBC's Panorama Reporter**

Liz Main, **Journalist and Media Consultant**

4. The Mental Health Media Awards, now in their 14th year, recognise the best in reporting and portrayals of mental health issues. For more information go to www.mhmawards.net.
5. The Mental Health Media Awards 2007 is sponsored by Shift, Comic Relief, Samaritans, HI8US Projects, Equal, Rethink, Social Care Institute for Excellence, The Sainsbury Centre for Mental Health, Ofcom, Mental Health Today, Arion Facilities, BAFTA, VET, Ukbags Elite, John Lewis Corporate, Ador Flowers, SPS Advertising, PRG Lighting, EFX and The Creative Place.
6. Mental Health Media works to get across the real story about mental health, told by those who know. The charity runs a range of projects which give people with experience of mental distress the confidence, skills and resources to challenge discrimination and speak out about their experiences, and it works with journalists and broadcasters to inform their coverage of mental health issues. For more information, go to www.mhmedia.com.